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SAMUEL KAPLAN

MRS. ESTHER HENDLER of Brooklyn grinds her own hamburger at home. And she ought to know why—she is a special investigator of consumer frauds for New York. And it is to butchers very much that Izzy and Moe were the proprietors of speakeasies in the Twenties.

It was Mrs. Hendler's work that led recently to the passage of local legislation to curb abuses by some butchers in the sale of hamburger.

The 40-year-old woman of 40, who looks like any shopper in any neighborhood, she has spent the last eight years flashing her badge, pushing past owners who block refrigerators and skidding over easy, sawdust floors, trying to catch butchers in the act of pouring beef blood into hamburger to color, and thus conceal, an excess amount of fat. She has also looked at, tasted, sniffed and tasted thousands of pounds of raw hamburger to see if anything other than beef has been added.

Her concern for hamburger is backed by the fact that more than 600,000,000 pounds are consumed annually in the New York area. "When a butcher short-weights a customer, it only hurts the customer," she says.



"Whereas college men thirty years ago took any job to get a start in business or sought public